

IN THE CLAIMS:

Kindly amend the claims as follows:

1-52. (Canceled)

53. (New) A method of attaining a target goal with categorized electronically recallable media, comprising:

- (a) inputting a target goal specific to a particular user in a computer program;
- (b) permitting a particular user to custom select electronically recallable media samples possessing subject matter containing sensory stimuli for evoking a selected emotional state in the particular user; and
- (c) electronically presenting the particular user with the media samples at an appropriate time to promote completion of a designated task related to attaining the target goal.

54. (New) The method of claim 53, wherein said permitting step (b) comprises:

- (b)(i) presenting the particular user with the media samples;
- (b)(ii) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;
- (b)(iii) determining from the personal responses whether the media samples evoke the selected emotional state in the particular user; and

(b)(iv) assigning media samples evoking the selected emotional state in the particular user to an electronically recallable set, the electronically recallable set being labeled with an emotional state identifier corresponding to the selected emotional state.

55. (New) The method of claim 54, wherein the appropriate time comprises a period during performance of the designated task.

56. (New) The method of claim 53, wherein said permitting step (b) comprises:

- (b)(i) presenting the particular user with the media samples;
- (b)(ii) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;
- (b)(iii) determining from the personal responses whether the media samples evoke the selected emotional states in the particular user; and

(b)(iv) electronically assigning the media samples to electronically recallable sets corresponding to the selected emotional states evoked in the particular user by the media samples.

57. (New) The method of claim 53, wherein said step (b) comprises electronically presenting the particular user with a visual sample via a display unit.

58. (New) The method of claim 53, wherein said step (b) comprises electronically presenting the particular user with an audio sample via an output unit.

59. (New) The method of claim 53, wherein said step (b) comprises presenting the particular user with an olfactory sample.

60. (New) The method of claim 53, wherein said step (b) comprises presenting the particular user with at least two media samples selected from the group consisting of a visual sample, an audio sample, and an olfactory sample.

61. (New) The method of claim 53, further comprising storing the media samples in an electronic database.

62. (New) The method of claim 53, wherein the custom selection comprises permitting the particular user to determine whether the media samples evoke the selected emotional state.

63. (New) The method of claim 53, wherein the custom selection comprises permitting an outside evaluator to determine from the personal responses whether the media samples evoke the selected emotional state in the particular user.

64. (New) The method of claim 53, wherein the custom selection comprises determining whether the personal responses meet a predefined criterion for evoking the selected emotional state in the particular user.

65. (New) The method of claim 64, wherein the personal responses comprise physiological and/or physical responses of the particular user and the predefined criterion comprises predetermined physiological and/or physical levels, and wherein said method further comprises measuring and/or recording the physiological and/or physical responses via an external device.

66. A method according to claim 65, wherein the external device carries out at least one technique selected from the group consisting of electroencephalography (EEG), positron emission tomography (PET), computerized axial tomography (CAT), and magnetic resonance imaging (MRI).

67. (New) The method of claim 53, wherein said inputting comprises selecting the target goal from an existing list in the computer program.

68. (New) The method of claim 53, wherein said inputting comprises adding a new target goal to the computer program.

69. (New) The method of claim 53, wherein the appropriate time comprises a period during performance of the designated task.

70. (New) The method of claim 53, wherein the appropriate time comprises a person upon completion of the designated task.

71. (New) A method of attaining a target goal with categorized electronically recallable media, comprising:

(a) inputting a target goal specific to a particular user in a computer program;
(b) permitting a particular user to custom select electronically recallable media samples possessing subject matter containing sensory stimuli for evoking a selected emotional state in the particular user; and

(c) electronically presenting the particular user with the media samples at an appropriate time to promote cessation of a behavior related to attaining the target goal.

72. (New) The method of claim 71, wherein said permitting step (b) comprises:

(b)(i) presenting the particular user with the media samples;
(b)(ii) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;
(b)(iii) determining from the personal responses whether the media samples evoke the selected emotional state in the particular user; and

(b)(iv) assigning media samples evoking the selected emotional state in the particular user to an electronically recallable set, the electronically recallable set being labeled with an emotional state identifier corresponding to the selected emotional state.

73. (New) The method of claim 72, wherein the appropriate time comprises a period during performance of the designated task.

74. (New) The method of claim 71, wherein said permitting step (b) comprises:

- (b)(i) presenting the particular user with the media samples;
- (b)(ii) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;
- ~~(b)(iii) determining from the personal responses whether the media samples evoke the~~
selected emotional states in the particular user; and

(b)(iv) electronically assigning the media samples to electronically recallable sets corresponding to the selected emotional states evoked in the particular user by the media samples.

75. (New) The method of claim 71, wherein said step (b) comprises electronically presenting the particular user with a visual sample via a display unit.

76. (New) The method of claim 71, wherein said step (b) comprises electronically presenting the particular user with an audio sample via an output unit.

77. (New) The method of claim 71, wherein said step (b) comprises presenting the particular user with an olfactory sample.

78. (New) The method of claim 71, wherein said step (b) comprises presenting the particular user with at least two media samples selected from the group consisting of a visual sample, an audio sample, and an olfactory sample.

79. (New) The method of claim 71, further comprising storing the media samples in an electronic database.

80. (New) The method of claim 71, wherein the custom selection comprises permitting the particular user to determine whether the media samples evoke the selected emotional state.

81. (New) The method of claim 71, wherein the custom selection comprises permitting an outside evaluator to determine from the personal responses whether the media samples evoke the selected emotional state in the particular user.

82. (New) The method of claim 71, wherein the custom selection comprises determining whether the personal responses meet a predefined criterion for evoking the selected emotional state in the particular user.

83. (New) The method of claim 82, wherein the personal responses comprise physiological and/or physical responses of the particular user and the predefined criterion comprises predetermined physiological and/or physical levels, and wherein said method further comprises measuring and/or recording the physiological and/or physical responses via an external device.

84. A method according to claim 83, wherein the external device carries out at least one technique selected from the group consisting of electroencephalography (EEG), positron emission tomography (PET), computerized axial tomography (CAT), and magnetic resonance imaging (MRI).

85. (New) The method of claim 71, wherein said inputting comprises selecting the target goal from an existing list in the computer program.

86. (New) The method of claim 71, wherein said inputting comprises adding a new target goal to the computer program.

87. (New) The method of claim 71, wherein the appropriate time comprises a period during performance of the designated task.

88. (New) The method of claim 71, wherein the appropriate time comprises a person upon completion of the designated task.

89. (New) A computer usable medium for attaining a target goal with categorized electronically recallable media, the computer usable medium comprising:

(a) computer readable program code means for causing a computer to display a category entry field to a particular user via a display unit;

(b) computer readable program code means for causing the computer to receive an inputted electronically recallable category or categories into the category entry field, said electronically recallable category or categories each corresponding to a respective emotional state;

(c) computer readable program code means for presenting the particular user with a plurality of media samples, the media samples possessing subject matter containing sensory stimuli;

(d) computer readable program code means for permitting the media samples to be electronically assigned to the electronically recallable category or one or more of the electronically recallable categories based on the emotional states evoked in the particular user by the media samples; and

(c) computer readable program code means for permitting electronic recall the media samples by the electronically recallable category or categories at an appropriate time to promote completion of a designated task and/or cessation of a behavior related to attaining a target goal.

90. (New) A system for attaining a target goal with categorized electronically recallable media, the system comprising:

- (a) a computing device comprising the computer program;
- (b) an input device;
- (c) an output device;
- (d) data storage; and
- (e) said computer program for providing a particular user with a plurality of categories each corresponding to a respective emotional state, obtaining from the data storage media samples possessing subject matter containing sensory stimuli, presenting the media samples to the particular user via the output device and permitting the particular user to provide personal responses to the media samples, electronically assigning the media samples via the input device into one or more electronically recallable sets of the categories based on emotional states evoked by the media samples, and permitting selective electronic recall of the media samples.